

# DIGITAL DESIGN (B.S.) - DIGITAL MERCHANDISING DESIGN

**Important:** This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

## General Education/Foundational Skills Requirements

Code	Title	Hours
<b>Communication &amp; Information Literacy</b> <sup>1</sup>		
ENGL 101	Composition and Rhetoric	3
	Communications Elective	3
	Information Literacy Elective	3
	Information Literacy Elective	3
<b>Technological Solutions &amp; Quantitative Reasoning</b> <sup>1</sup>		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
<b>Critical Thinking</b> <sup>1</sup>		
RLGN 104	Christian Life and Biblical Worldview <sup>2</sup>	4
	Critical Thinking Elective	3
<b>Civic &amp; Global Engagement</b> <sup>1</sup>		
	Cultural Studies Elective	3
<b>Social &amp; Scientific Inquiry</b> <sup>1</sup>		
	Natural Science Elective	3
	Social Science Elective	3
<b>Christianity &amp; Contexts</b> <sup>1</sup>		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey <sup>2</sup>	4
<b>Total Hours</b>		<b>39-42</b>

<sup>1</sup> Refer to the list of approved general education electives before enrolling in foundational skill requirements

<sup>2</sup> Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

## Major Requirements

Code	Title	Hours
<b>Major Foundational Courses</b>		
ARTS 105	Art Appreciation <sup>1</sup>	3
ARTS 209	Art as Communication <sup>1</sup>	3
<b>Total Hours</b>		<b>6</b>

<sup>1</sup> Course may fulfill select general education requirements

Code	Title	Hours
<b>Major Core</b>		
ARTS 113	Introduction to 2D Design	3
ARTS 114	Introduction to 3D Design	3
ARTS 201	History of Art I	3
ARTS 202	History of Art II	3
ARTS 205	20th-21st Century Art	3
ARTS 214	Art, Culture, and Technology	3
ARTS 222	Introduction to Graphic Design	3
<b>Total Hours</b>		<b>21</b>

Code	Title	Hours
<b>Concentration</b>		
ARTS 223	Introduction to Typography	3
ARTS 332	Vector Illustration	3
ARTS 342	Digital Imaging	3
ARTS 352	Graphic Design I	3
ARTS 371	Graphic Design II	3
ARTS 398	Studio and Digital Arts Practicum	3
ARTS 492	Professional Practices	3
ARTS 499	Undergraduate Internship	3
BUSI 330	Principles of Marketing	3
FACS 243	Digital Drafting I	3
FACS 304	Promotions and Aesthetics	3
FACS 353	Retail Merchandising	3
<b>Total Hours</b>		<b>36</b>

Code	Title	Hours
<b>Free Electives</b>		
	Choose 15-24 credit hours of Free Electives	15-24
<b>Total Hours</b>		<b>15-24</b>

*All applicable prerequisites must be met*

## Graduation Requirements

- 120 Total hours
- 2.0 Overall grade point average
- 30 Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- **25%** Of major and concentration taken through Liberty University
- **30** Hours must be completed through Liberty University
- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

## Course Sequence

Course	Title	Hours
<b>First Year</b>		
<b>First Semester</b>		
ENGL 101	Composition and Rhetoric	3
RLGN 104	Christian Life and Biblical Worldview	4
	Communications Elective <sup>1</sup>	3
	MATH Elective <sup>1</sup>	3

Course	Title	Hours
UNIV 104	Instructional Technology for Successful Online Learning	0-3
<b>Hours</b>		<b>13-16</b>
<b>Second Semester</b>		
BIBL 104	Survey of Old and New Testament	4
	Cultural Studies Elective (ARTS 105) <sup>1</sup>	3
	Information Literacy Elective (ARTS 209) <sup>1</sup>	3
ARTS 113	Introduction to 2D Design	3
	Elective	3
<b>Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>First Semester</b>		
THEO 104	Introduction to Theology Survey	4
	Critical Thinking Elective <sup>1</sup>	3
	Information Literacy Elective <sup>1</sup>	3
ARTS 114	Introduction to 3D Design	3
ARTS 201	History of Art I	3
<b>Hours</b>		<b>16</b>
<b>Second Semester</b>		
ARTS 202	History of Art II	3
ARTS 205	20th-21st Century Art	3
ARTS 222	Introduction to Graphic Design	3
FACS 243	Digital Drafting I	3
	Elective	3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
ARTS 214	Art, Culture, and Technology	3
ARTS 223	Introduction to Typography	3
ARTS 332	Vector Illustration	3
BUSI 330	Principles of Marketing	3
FACS 304	Promotions and Aesthetics	3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
	Natural Science Elective <sup>1</sup>	3
ARTS 342	Digital Imaging	3
ARTS 352	Graphic Design I	3
FACS 353	Retail Merchandising	3
STCO 307	Strategic Communication	3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
	Social Science Elective <sup>1</sup>	3
ARTS 371	Graphic Design II	3
ARTS 398	Studio and Digital Arts Practicum	3
	Elective	3
	Elective	3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
ARTS 492	Professional Practices	3
ARTS 499	Undergraduate Internship	3

Course	Title	Hours
Elective		3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120-123</b>

<sup>1</sup> Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling foundational skills requirements.